**SAE - Illustration - Studio Application**

Below is the assessment rubric for this part of the project.

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highlighted areas below need further development | Studio work goes well beyond expectations in conveying understanding | Studio work shows an complete understanding of the concepts | Studio work shows a nearly complete understanding of the concepts | Studio work shows an emerging understanding of the concepts | Studio work shows very little understanding of the concepts | Studio work not present or completely misses the mark |
| **Develop Craft** | Your artwork shows a developed skill with the media used and shows attention to detail and care and skill in construction | 20 | 19 | 17 | 15 | 13 | 11 |
| **Envision** | You developed your initial ideas into a finished artwork and you found a unique and personal visual solution that avoided obvious clichés | 20 | 19 | 17 | 15 | 13 | 11 |
| **Express** | You considered and integrated all aspects of your composition so that your artwork **communicates** your “big ideas” **effectively** | 20 | 19 | 17 | 15 | 13 | 11 |
| **Stretch and Explore** | You planned and experimented with multiple solutions in order to explore **creative possibilities** before deciding on your course of action. | 20 | 19 | 17 | 15 | 13 | 11 |
| **Engage and Persist** | You showed persistence in **achieving quality** results and refined work based on your own observations and feedback from others | 20 | 19 | 17 | 15 | 13 | 11 |

**Objective** – using the principles of design and effective illustration create a pro-reading poster to encourage reading in the lower school

**New Skills** – using pen and ink and watercolors or colored pencils

Illustrations, as our text tells us on p.35, are meant:

* to delight
* to capture attention
* to tell a story
* to teach a concept
* to develop appreciation and awareness [of art] in children

In this project you will be designing a poster to encourage reading. The lower school kids will be voting for the most visually effective posters.

**Studio Prep**

1. develop your version of a famous storybook character – (ex. Your version of Jack in the Beanstalk) – **do at least 10 drawings**

1. work out the composition of the overall poster, including the lettering – **do at least 5 different versions**

**Final Product**

Create your final poster using ink and watercolor or colored pencils. Paper will be provided.

**Make sure that it is clear who your character is. You’ll probably use the information in the rest of the composition to help confirm this. (for ex. – if there are 7 dwarves in your illustration the girl is probably Snow White).**

**Remember - you're trying to promote reading in a technological age!!!**